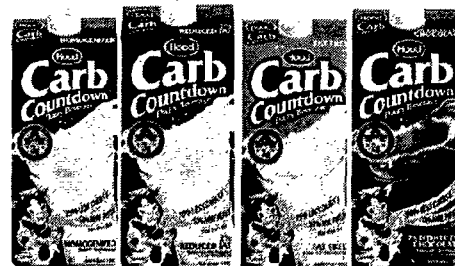


Study Background / Objectives

Hood's Carb Countdown Dairy Beverage was introduced to grocery store distribution in October 2003 and is the dominant brand (95% share) among a small but growing low carb milk segment. Carb Countdown is considered a niche product with nationwide distribution (80% ACV) but low penetration with just 1% of households purchasing the product.

DML needs to gauge if Carb Countdown helps bring consumers into the Milk category, if it retains consumers in the milk category or if category usage would be relatively the same with or without the product offering. This study helps determine this by assessing consumer awareness, claimed trial, repeat purchasing, satisfaction and usage patterns of Hood's Carb Countdown.

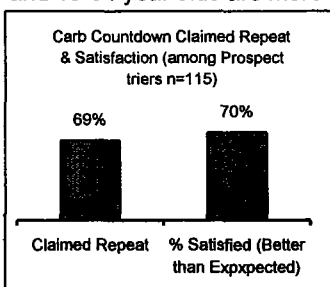
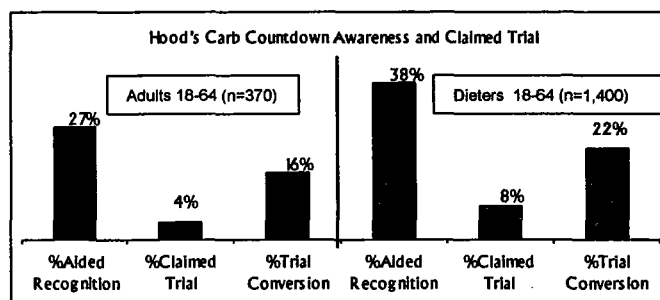


Findings

Overall: Considering Carb Countdown is a product filling a very specific need in the marketplace, awareness, claimed trial and repeat purchasing are quite positive. Among the target audience, Dieters, product performance is good and on par with where a product of this type would normally perform. Repeat buying and satisfaction are very high among dieters. Carb Countdown may have brought buyers into the Milk category as consumers claim to have bought it in addition to regular milk.

Aided Recognition of Hood's Carb Countdown (with visual stimulus):

Among Dieters (prospects), 38% claim they have seen or heard of Carb Countdown milk. Among adults 18-64 (national rep sample) awareness is 27%. (See chart right) Awareness for both groups is normal for a grocery product with very little or no television advertising. Dieters say they have seen it in the grocery store (29%). Besides television (10% ghost awareness), Dieters claim they mostly have seen or heard about Carb Countdown via couponing (8%) or Magazine ads (7%). Among those who claim they have been on a low carb diet within the past year, a very strong 45% are aware of Carb Countdown. Females and 18-34 year olds are more likely to be aware of the product.



Trial and Repeat: Claimed trial after fourteen months among dieters (prospects) is 8% and among a representative sample it's 4%. Trial conversion (trial among awares) among dieters is 22% – normal for this type of grocery product. Dieters 18-54 are more likely than dieters 55-64 to have ever bought Carb Countdown. Repeat buying among dieters is excellent with 69% claiming they have purchased the product more than once. Repeat purchasing is highest among those 35 or older, those claiming to be on a low carb diet and buyers who are not buying regular milk in addition to Carb Countdown (90% repeat buying). (See chart left)

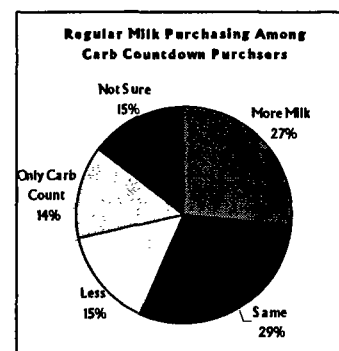
Product Satisfaction: Dieters agree that Carb Countdown exceeds expectations with 70% saying that the product is much or somewhat better than expected. Satisfaction is highest

among females and low carb dieters.

Variety Purchasing: Nearly half of Carb Countdown buyers claim they have purchased White. Over 1/3rd has tried both varieties. More repeat buyers claim they buy both varieties. There are no age or gender differences for flavors purchased. Adults are the primary users of the product.

Carb Countdown & Regular Milk Usage: Among triers, 82% claim their household uses Carb Countdown as a glass of milk. Other uses include "in cereal" (65%), "in recipes" (42%) and "in coffee/tea" (27%). Those who do not buy regular milk in addition to Carb Countdown have more usage situations and the number one use is in cereal (87%). 73% of purchasers claim they buy regular milk in addition to Carb Countdown. The most frequent use of regular milk among Carb Countdown buyers is "In Cereal".

Self-Segmentation: 29% of Carb Countdown purchasers' claim they are buying the same amount of milk but switching between regular milk and Carb Countdown. 27% claim they are buying more milk now that they buy Carb Countdown. 14% claim they only buy Carb Countdown and are not regular milk purchasers. This group has been brought to the milk category / or kept in the milk category because of Carb Countdown. Just 15% (cannibalization) claim that they buy less regular milk due to the Carb Countdown offering (see chart right)



About the Study

Field dates: 1/4/05 – 1/11/2005

Sample Definition: 18-64; 50/50 Male Female General Pop & 18-64 past year dieters.

Type of study: Online (Internet) Awareness Check

Ending sample size: 370 Rep. Adults, 1,400 dieters/prospects (claimed to be on some type of eating regimen in past year)

Survey description: Answered ~20 questions about grocery habits, awareness of Carb Countdown, trial, repeat, satisfaction, usage patterns of Carb countdown versus regular milk.



PC TABCON version 5.5 (v5e.2c)
11 January 2005

Page 1

THE NPD GROUP, INC.
BB2XQ9029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK
JANUARY 2005

Page	Table	Title	Base	Total
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1	1	Q.1 How Much Of The Grocery Shopping Do You Do For Your Household?		1400
2	2	Q.2 How Many Times In The Past Month Have You Been In Any Grocery Store?		1400
5	3	Q.3 Which Areas Of The Grocery Store Have You Shopped In, In The Past Month?		1377
6	4	Q.4 Which Have You Bought At The Grocery Store In The Past Month?		1377
7	5	Q.5 Have You Seen Or Heard Of Hood Carb Countdown Milk?		1400
8	6	Q.6 Have You Seen It In The Dairy Case At Grocery Stores Where You Shop?		1400
9	7	Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?		1400
11	8	Q.8 Have You Or Anyone In Your Household Ever Bought Hood Carb Countdown Milk?		1400
12	9	Q.9 Has Your Household Bought It Only Once, Or More Than Once?		115
13	10	Q.10 About How Often Is Your Household Currently Buying Carb Countdown Milk?		115
14	11	Q.11 How Well Did Hood Carb Countdown Milk Meet Your Expectations?		115
15	12	Q.12 Which Variety Of Carb Countdown Milk Has Your Household Bought?		115
16	13	Q.13 Who Did You Buy Carb Countdown For, In Your Household? White		95
17	14	Q.13 Who Did You Buy Carb Countdown For, In Your Household? Chocolate		61
18	15	Q.14 How Has Your Household Used Carb Countdown Milk?		115



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THE NPD GROUP, INC.

BB2XQ9029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK
JANUARY 2005

Page	Table	Title	Base	Total
----	-----	-----	----	-----
20	16	Q.15 Which Way Has Your Household Used It Most Often?		115
21	17	Q.16 Does Your Household Buy Regular Milk In Addition To Buying Carb Countdown Milk?		115
22	18	Q.17 How Does Your Household Use Regular Milk?		84
23	19	Q.18 Which Way Does Your Household Use Regular Milk Most Often?		84
24	20	Q.19 What Best Describes Your Household?		115
25	21	Q.20 Have You Been On Any Diet Or Eating Regimen In The Past Year?		1400
26	22	Q.21 Are You Currently On Any Diet Or Eating Regimen?		1400
27	23	Q.22 What Type Of Diet Or Eating Regimen Have You Been On In The Past Year?		1400
28	24	Age		1400
29	25	Gender		1400
30	26	Household Income		1400
32	27	Census Region		1400
34	28	Market Size		1400
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36	30	Age And Presence Of Children		1400
38	31	Lifestage		1400
39	32	Education Of Panel Member		1400
40	33	Race		1400

Your tabcon job has finished.



11 Jan 2

Table 1
Q.1 How Much Of The Grocery Shopping Do You Do For Your Household?

		Claimed Eating Regime In Past Year																
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
Rep Only		Total	Not Aware	Aware	Saw in Store	Didn't See in Store	Buyer	Buyer	Repeat Buyer	Yes	No	Regimen	Past Year	Male	Fe- Male	18-34	35-54	55-64
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Base: Total Respondents	370 100.0	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Any Shopping (Net)	350 94.6	1386	531	855	411	120	114	417	78	84	30	1214	592	604	782	193	692	501
		99.0A	99.4	98.7	99.8F	98.4	99.1	99.5	98.7	100.0	96.8	98.9	98.7	98.1	99.7	100.0	99.0	98.6
															N			
All	152 41.1	616	251	365	196	55	45	206	35	33	12	543	256	183	433	108	321	187
		44.0	47.0D	42.1	47.6	45.1	39.1	49.2G	44.3G	39.3	38.7	44.3	42.7	29.7	55.2N	56.0Q	45.9R	36.8
															R			
Nearly All	68 18.4	339	140	199	111	29	35	105	22	26	9	293	144	117	222	40	168	131
		24.2A	26.2	23.0	26.9	23.8	30.4	25.1	27.8	31.0	29.0	23.9	24.0	19.0	28.3N	20.7	24.0	25.8
Most	24 6.5	81	35	46	27	8	9	26	4	7	2	67	37	52	29	6	39	36
		5.8	6.6	5.3	6.6	6.6	7.8I	6.2	5.1	8.3	6.5	5.5	6.2	8.4O	3.7	3.1	5.6	7.1P
About Half	42 11.4	201	71	130	55	16	15	56	11	9	6	181	89	128	73	22	92	87
		14.4	13.3	15.0	13.3	13.1	13.0	13.4	13.9	10.7	19.4	14.8	14.8	20.8O	9.3	11.4	13.2	17.1PQ
Some	38 10.3B	84	17	67	12	5	5	12	2	4	1	70	37	67	17	10	39	35
		6.0	3.2	7.7C	2.9	4.1	4.3	2.9	2.5	4.8	3.2	5.7	6.2	10.9O	2.2	5.2	5.6	6.9
Almost None	26 7.0B	65	17	48	10	7	5	12	4	5	-	60	29	57	8	7	33	25
		4.6	3.2	5.5C	2.4	5.7E	4.3	2.9	5.1	6.0	-	4.9	4.8	9.3O	1.0	3.6	4.7	4.9
None	20 5.4B	14	3	11	1	2	1	2	1	-	1	13	8	12	2	-	7	7
		1.0	0.6	1.3	0.2	1.6E	0.9	0.5	1.3	-	3.2	1.1	1.3	1.9O	0.3	-	1.0	1.4
Sigma	370 100.0	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 2
Q.2 How Many Times In The Past Month Have You Been In Any Grocery Store?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Aware	Saw in Store	Didn't See in Store	Buyer	Non-Buyer	Repeat Buyer	Yes	No	Regimen			Male	Fe- Male	18-34	35-54	55-64
-----	-----	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Base: Total Respondents	370 100.0	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0
0	12 3.2B	17	3	14	2	1	1	2	-	1	-	15	8	15	2	3	6	8	
		1.2	0.6	1.6C	0.5	0.8	0.9	0.5	-	1.2	-	1.2	1.3	2.4O	0.3	1.6	0.9	1.6	
1 Or More Times	358 96.8	1383	531	852	410	121	114	417	79	83	31	1212	592	601	782	190	693	500	
		98.8A	99.4D	98.4	99.5	99.2	99.1	99.5	100.0	98.8	100.0	98.8	98.7	97.6	99.7N	98.4	99.1	98.4	
Light: 1-3 Times (Net)	100 27.0B	277	101	176	75	26	23	78	15	15	8	241	104	138	139	55	144	78	
		19.8	18.9	20.3	18.2	21.3	20.0	18.6	19.0	17.9	25.8	19.6M	17.3	22.4O	17.7	28.5Q	20.6R	15.4	
1	16 4.3	48	17	31	12	5	3	14	3	2	1	41	14	22	26	13	25	10	
		3.4	3.2	3.6	2.9	4.1	2.6	3.3	3.8	2.4	3.2	3.3M	2.3	3.6	3.3	6.7QR	3.6	2.0	
2	43 11.6B	105	34	71	27	7	9	25	6	4	5	94	44	56	49	20	46	39	
		7.5	6.4	8.2	6.6	5.7	7.8	6.0	7.6	4.8	16.1O	7.7	7.3	9.1O	6.3	10.4Q	6.6	7.7	
3	41 11.1	124	50	74	36	14	11	39	6	9	2	106	46	60	64	22	73	29	
		8.9	9.4	8.5	8.7	11.5	9.6	9.3	7.6	10.7	6.5	8.6	7.7	9.7	8.2	11.4R	10.4R	5.7	
Medium: 4-6 Times (Net)	136 36.8	499	190	309	142	48	41	149	31	28	13	436	206	210	289	65	252	182	
		35.6	35.6	35.7	34.5	39.3	35.7	35.6	39.2	33.3	41.9	35.5	34.3	34.1	36.9	33.7	36.1	35.8	
4	69 18.6B	182	68	114	50	18	17	51	15	7	10	159	77	70	112	29	93	60	
		13.0	12.7	13.2	12.1	14.8	14.8	12.2	19.0G	8.3	32.3J	13.0	12.8	11.4	14.3	15.0	13.3	11.8	
5	27 7.3	147	55	92	42	13	13	42	9	10	3	129	45	68	79	17	80	50	
		10.5A	10.3	10.6	10.2	10.7	11.3	10.0	11.4	11.9	9.7	10.5M	7.5	11.0	10.1	8.8	11.4	9.8	

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 2
Q.2 How Many Times In The Past Month Have You Been In Any Grocery Store?

		Claimed Eating Regime In Past Year																	
Rep Only	Total	Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
		Aware	Not in Store	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Male			Fe- Male	-----				
									Yes	No					18-34	35-54	55-64		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
6	40 10.8	170 12.1	67 12.5	103 11.9	50 12.1	17 13.9	11 9.6	56 13.4	7 8.9	11 13.1K	-	148 12.1	84 14.0L	72 11.7	98 12.5	19 9.8	79 11.3	72 14.2	
Heavy: 7-10 (Net)	74 20.0	361 25.8A	129 24.2	232 26.8	100 24.3	29 23.8	25 21.7	104 24.8	18 22.8	18 21.4	7 22.6	318 25.9	173 28.8L	154 25.0	207 26.4	47 24.4	171 24.5	143 28.1	
7	10 2.7	58 4.1	25 4.7	33 3.8	19 4.6	6 4.9	8 7.0	17 4.1	5 6.3	7 8.3	1 3.2	50 4.1	27 4.5	18 2.9	40 5.1N	9 4.7	27 3.9	22 4.3	
8	32 8.6	134 9.6	46 8.6	88 10.2	36 8.7	10 8.2	7 6.1	39 9.3	6 7.6	5 6.0	2 6.5	120 9.8	69 11.5L	66 10.7	68 8.7	17 8.8	65 9.3	52 10.2	
9	3 0.8	29 2.1	12 2.2	17 2.0	11 2.7	1 0.8	5 4.3H	7 1.7	5 6.3H	2 2.4	3 9.7J	27 2.2	14 2.3	14 2.3	15 1.9	5 2.6	10 1.4	14 2.8	
10	29 7.8	140 10.0	46 8.6	94 10.9	34 8.3	12 9.8	5 4.3	41 9.8GI	2 2.5	4 4.8	1 3.2	121 9.9	63 10.5	56 9.1	84 10.7	16 8.3	69 9.9	55 10.8	
Superheavy: 11 Or More (Net)	48 13.0	246 17.6A	111 20.8D	135 15.6	93 22.6F	18 14.8	25 21.7	86 20.8	15 19.0	22 26.2K	3 9.7	217 17.7	109 18.2	99 16.1	147 18.8	23 11.9	126 18.0P	97 19.1P	
11	2 0.5	6 0.4	3 0.6	3 0.3	3 0.7	-	1 0.9	2 0.5	1 1.3	1 1.2	-	5 0.4	2 0.3	3 0.5	3 0.4	-	5 0.7	1 0.2	
12	12 3.2	54 3.9	19 3.6	35 4.0	16 3.9	3 2.5	5 4.3	14 3.3	4 5.1	2 2.4	3 9.7J	48 3.9	22 3.7	26 4.2	28 3.6	2 1.0	29 4.1P	23 4.5P	
13	2 0.5	6 0.4	1 0.2	5 0.6	1 0.2	-	-	1 0.2	-	-	-	6 0.5	1 0.2	4 0.6	2 0.3	1 0.5	3 0.4	2 0.4	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 2
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		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Aware	Saw in Store	Didn't See in Store	Non-Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Fe- Male	18-34	35-54	55-64		
-----		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
14	1 0.3	17 1.2	7 1.3	10 1.2	7 1.7	-	1 0.9	6 1.4	1 1.3	1 1.2	-	13 1.1	9 1.5	9 1.5	8 1.0	-	12 1.7	5 1.0	
15-19	11 3.0	75 5.4A	34 6.4	41 4.7	29 7.0	5 4.1	8 7.0	26 6.2	4 5.1	8 9.5K	-	66 5.4	31 5.2	35 5.7	40 5.1	7 3.6	31 4.4	37 7.3PQ	
20-24	10 2.7	53 3.8	27 5.1D	26 3.0	20 4.9	7 5.7	7 6.1	20 4.8	3 3.8	7 8.3	-	49 4.0	26 4.3	13 2.1	40 5.1N	9 4.7	26 3.7	18 3.5	
25+	10 2.7	35 2.5	20 3.7D	15 1.7	17 4.1	3 2.5	3 2.6	17 4.1	2 2.5	3 3.6	-	30 2.4	18 3.0	9 1.5	26 3.3N	4 2.1	20 2.9	11 2.2	
Mean Base (Including Zero's)	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
Mean (Including Zero)	6.4	7.5A	8.1D	7.2	8.3	7.3	7.8	8.1	7.4	8.7K	5.4	7.5	7.9L	6.9	7.9N	6.6	7.5P	7.8P	
Mean Base (Excluding Zero's)	358 96.8	1383 98.8A	531 99.4D	852 98.4	410 99.5	121 99.2	114 99.1	417 99.5	79 100.0	83 98.8	31 100.0	1212 98.8	592 98.7	601 97.6	782 99.7N	190 98.4	693 99.1	500 98.4	
Mean (Excluding Zero)	6.6	7.5A	8.1D	7.3	8.3	7.3	7.9	8.2	7.4	8.8K	5.4	7.6	8.0L	7.1	8.0N	6.7	7.6P	7.9P	
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																			
Overlap formulae used. * small base																			



Table 3
Q.3 Which Areas Of The Grocery Store Have You Shopped In, In The Past Month?

		Claimed Eating Regime In Past Year																
Rep Only		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
		Total	Aware	Aware	Store	Store	Buyer	Non- Buyer	Repeat Buyer	-----		Regimen	Year	Male	Fe- Male	-----		
										Yes	No					-----		
										-----	-----					-----	-----	-----
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Past Month Grocery Shopper	346	1377	529	848	409	120	113	416	78*	83*	30*	1207	589	597	780	190	689	498
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Any (Net)	336	1363	526	837	406	120	112	414	77	82	30	1195	583	586	777	189	683	491
	97.1	99.0A	99.4	98.7	99.3	100.0	99.1	99.5	98.7	98.8	100.0	99.0	99.0	98.2	99.6N	99.5	99.1	98.6
Dairy	316	1289	509	780	398	111	109	400	74	81	28	1127	559	535	754	181	648	460
	91.3	93.6	96.2D	92.0	97.3F	92.5	96.5	96.2	94.9	97.6	93.3	93.4	94.9L	89.6	96.7N	95.3	94.0	92.4
Produce	290	1265	488	777	380	108	106	382	73	77	29	1114	532	522	743	168	635	462
	83.8	91.9A	92.2	91.6	92.9	90.0	93.8	91.8	93.6	92.8	96.7	92.3M	90.3	87.4	95.3N	88.4	92.2	92.8P
Meats	281	1177	463	714	357	106	102	361	70	72	30	1032	527	489	688	155	589	433
	81.2	85.5A	87.5D	84.2	87.3	88.3	90.3	86.8	89.7	86.7	100.0J	85.5	89.5L	81.9	88.2N	81.6	85.5	86.9P
Frozen Foods	273	1137	459	678	361	98	100	359	67	74	26	1001	485	454	683	168	583	386
	78.9	82.6	86.8D	80.0	88.3F	81.7	88.5	86.3	85.9	89.2	86.7	82.9	82.3	76.0	87.6N	88.4R	84.6R	77.5
None Of These	10	14	3	11	3	-	1	2	1	1	-	12	6	11	3	1	6	7
	2.9B	1.0	0.6	1.3	0.7	-	0.9	0.5	1.3	1.2	-	1.0	1.0	1.80	0.4	0.5	0.9	1.4
Sigma	1170	4882	1922	2960	1499	423	418	1504	285	305	113	4286	2109	2011	2871	673	2461	1748
	338.2	354.5	363.3	349.1	366.5	352.5	369.9	361.5	365.4	367.5	376.7	355.1	358.1	336.9	368.1	354.2	357.2	351.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 4
Q.4 Which Have You Bought At The Grocery Store In The Past Month?

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Male	Fe- Male			18-34	35-54	55-64		
									Yes	No									
									-----	-----									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Past Month Grocery Shopper	346	1377	529	848	409	120	113	416	78*	83*	30*	1207	589	597	780	190	589	498	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Any (Net)	323	1323	517	806	402	115	112	405	77	83	29	1158	573	556	767	188	658	477	
	93.4	96.1A	97.7D	95.0	98.3	95.8	99.1	97.4	98.7	100.0K	96.7	95.9	97.3L	93.1	98.3N	98.9Q	95.5	95.8	
Milk	298	1222	482	740	376	106	104	378	72	82	22	1068	522	499	723	179	605	438	
	86.1	88.7	91.1D	87.3	91.9	88.3	92.0	90.9	92.3	98.8K	73.3	88.5	88.6	83.6	92.7N	94.2Q	87.8	88.0	
Cheese	279	1174	474	700	373	101	104	370	72	76	28	1029	530	466	708	165	593	416	
	80.6	85.3A	89.6D	82.5	91.2F	84.2	92.0	88.9	92.3	91.6	93.3	85.3	90.0L	78.1	90.8N	86.8	86.1	83.5	
Eggs	264	1123	456	667	360	96	103	353	70	77	26	985	500	446	677	154	559	410	
	76.3	81.6A	86.2D	78.7	88.0F	80.0	91.2H	84.9	89.7	92.8	86.7	81.6	84.9L	74.7	86.8N	81.1	81.1	82.3	
None Of These	23	54	12	42	7	5	1	11	1	1	1	49	16	41	13	2	31	21	
	6.6B	3.9	2.3	5.0C	1.7	4.2	0.9	2.6	1.3	3.3J	4.1M	2.7	6.9O	1.7	1.1	4.6P	4.2P		
Sigma	864	3573	1424	2149	1116	308	312	1112	215	235	77	3131	1568	1452	2121	500	1788	1285	
	249.7	259.5	269.2	253.4	272.9	256.7	276.1	267.3	275.6	283.1	256.7	259.4	266.2	243.2	271.9	263.2	259.5	258.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																			
Overlap formulae used. * small base																			



Table 5
Q.5 Have You Seen Or Heard Of Hood Carb Countdown Milk?

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Male	Male			-----				
									Yes	No					Fe-	-----			
																18-34	35-54	55-64	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes	98	534	534	-	412	122	115	419	79	84	31	476	272	190	344	98	302	134	
	26.5	38.1	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	38.8	45.3	30.8	43.9	50.8	43.2	26.4	
		A													R				
No	272	866	-	866	-	-	-	-	-	-	-	751	328	426	440	95	397	374	
	73.5	61.9	-	100.0	0.0	-	-	-	-	-	-	61.2	54.7	69.2	56.1	49.2	56.8	73.6	
Signa	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 6
Q.6 Have You Seen It In The Dairy Case At Grocery Stores Where You Shop?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Aware	Saw in Store	Didn't See in Store	Buyer	Buyer	Repeat Buyer	Yes	No			Male	Fe- Male	18-34	35-54	55-64	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Base: Total Respondents	370 100.0	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Yes	69 18.6	412	412	-	412	-	115	297	79	84	31	365	222	150	262	78	239	95	
		29.4A	77.2B	-	100.0F	-	100.0H	70.9	100.0	100.0	100.0	29.7	37.0L	24.4	33.4N	40.4R	34.2R	18.7	
								H											
No	11 3.0	44	44	-	-	44	-	44	-	-	-	43	19	17	27	6	19	19	
		3.1	8.2D	-	-	36.1E	-	10.5GI	-	-	-	3.5	3.2	2.8	3.4	3.1	2.7	3.7	
Don't Know/ Not Sure	19 4.9	78	78	-	-	78	-	78	-	-	-	68	31	23	55	14	44	20	
		5.6	14.6D	-	-	63.9E	-	18.6GI	-	-	-	5.5	5.2	3.7	7.0N	7.3R	6.3R	3.9	
Not Aware of Carb Countdown	272 73.5B	866	-	866	-	-	-	-	-	-	-	751	328	426	440	95	397	374	
		61.9	-	100.0C	-	-	-	-	-	-	-	61.2M	54.7	69.2O	56.1	49.2	56.8P	73.6PQ	
Sigma	370 100.0	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 7
Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC			Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
Rep Only		Total	Aware	Not Aware	Saw Store	Didn't See in Store	Non- Buyer	Repeat Buyer	Repeat Buyer	Yes	No				Male	Fe- Male	18-34	35-54	55-64
-----		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents		370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Any (Net)		77	362	362	-	268	94	92	270	64	67	25	320	193	120	242	69	203	90
20.8		25.9A	67.8D	-	65.0	77.0E	80.0H	64.4	81.0H	79.8	80.6	26.1	32.2L	19.5	30.9N	35.8Q	29.0R	17.7	
																R			
TV Ad		36	143	143	-	87	56	31	112	18	23	8	125	67	45	98	30	84	29
9.7		10.2	26.8D	-	21.1	45.9E	27.0	26.7	22.8	27.4	25.8	10.2	11.2	7.3	12.5N	15.5R	12.0R	5.7	
Coupon		17	113	113	-	102	11	34	79	22	22	12	101	62	37	76	23	66	24
4.6		8.1A	21.2D	-	24.8F	9.0	29.6H	18.9	27.8H	26.2	18.7	8.2	10.3L	6.0	9.7N	11.9R	9.4R	4.7	
Magazine Ad		23	98	98	-	71	27	25	73	19	16	9	86	60	25	73	17	50	31
6.2		7.0	18.4D	-	17.2	22.1	21.7	17.4	24.1	19.0	29.0	7.0	10.0L	4.1	9.3N	8.8	7.2	6.1	
Newspaper Ad		8	61	61	-	51	10	18	43	12	11	7	56	35	25	36	8	36	17
2.2		4.3A	11.4D	-	12.4	8.2	15.7	10.3	15.2	13.1	22.6	4.6	5.8L	4.1	4.6	4.1	5.2	3.3	
Friend/ Relative		10	52	52	-	46	6	32	20	26	23	9	37	40	14	38	18	23	11
2.7		3.7	9.7D	-	11.2F	4.9	27.8H	4.8	32.9G	27.4	29.0	3.0	6.7L	2.3	4.8N	9.3QR	3.3	2.2	
									H										
Other		7	83	83	-	75	8	26	57	22	17	9	76	46	32	51	14	50	19
1.9		5.9A	15.5D	-	18.2F	6.6	22.6H	13.6	27.8G	20.2	29.0	6.2	7.7L	5.2	6.5	7.3R	7.2R	3.7	
									H										
Don't Know/ Not Sure		9	80	80	-	53	27	10	70	6	9	1	75	38	32	48	13	46	21
2.4		5.7A	15.0D	-	12.9	22.1E	8.7	16.7GI	7.6	10.7	3.2	6.1	6.3	5.2	6.1	6.7	6.6R	4.1	
None Of These		12	92	92	-	91	1	13	79	9	8	5	81	41	38	54	16	53	23
3.2		6.6A	17.2D	-	22.1F	0.8	11.3	18.9G	11.4	9.5	16.1	6.6	6.8	6.2	6.9	8.3R	7.6R	4.5	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulas used. * small base

THE NPD GROUP, INC.
BB2XQ9029-1: DAIRY MANAGEMENT, INC.: CARB COUNTDOWN AWARENESS & USAGE CHECK
JANUARY 2005



Table 7
Q.7 Where Have You Seen Or Heard About Hood Carb Countdown Milk?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
Rep Only	Total	Not		Saw	Didn't	Non- Repeat									Male	Fe- Male	18-34	35-54	55-64
		Aware	Aware	in Store	See in Store	Buyer	Buyer	Buyer	Yes	No									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not Aware of Carb Countdown	272	866	-	866	-	-	-	-	-	-	-	751	328	426	440	95	397	374	
	73.5%	61.9	-	100.0	0.0	-	-	-	-	-	-	61.2%	54.7	69.2	56.1	49.2	56.8	73.6	69.0
Sigma	394	1588	722	866	576	146	189	533	134	129	60	1388	717	674	914	234	805	549	
	106.5	113.4	135.2	100.0	139.8	119.7	164.3	127.2	169.6	153.6	193.5	113.1	119.5	109.4	116.6	121.2	115.2	108.1	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 8
Q.8 Have You Or Anyone In Your Household Ever Bought Hood Carb Countdown Milk?

Claimed Eating Regime In Past Year																				
Rep Only	Hood's Carb Countdown											Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No	Fe- Male	Male	18-34			35-54	55-64			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Yes	16	115	115	-	115	-	115	-	79	84	31	97	93	48	67	18	67	30		
	4.3	8.2A	21.5D	-	27.9F	-	100.0H	-	100.0	100.0	100.0	7.9	15.5L	7.8	8.5	9.3	9.6R	5.9		
No	82	419	419	-	297	122	-	419	-	-	-	379	179	142	277	80	235	104		
	22.2	29.9A	78.5D	-	72.1	100.0E	-	100.0GI	-	-	-	30.9	29.8	23.1	35.3N	41.5Q	33.6R	20.5		
Not Aware of Carb Countdown	272	866	-	866	-	-	-	-	-	-	-	751	328	426	440	95	397	374		
	73.5B	61.9	-	100.0C	-	-	-	-	-	-	-	61.2M	54.7	69.2O	56.1	49.2	56.8P	73.6Q		
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Proportions/Mean: Columns Tested (10% risk level) = A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 9
Q.9 Has Your Household Bought It Only Once, Or More Than Once?

Claimed Eating Regime In Past Year																		
Rep Only	-----																	
	Hood's Carb Countdown								Buy Regular		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Milk in Addition to CC				Male	Fe- Male	18-34	35-54	55-64	
									Yes	No								
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Carb Countdown	16**	115	115	** 115		** 115		** 79*	84*	31*	97*	93*	48*	67*	18**	67*	30*	
	100.0**	100.0	100.0	** 100		** 100		**100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*	
Only Once	4	36	36	- 36		- 36		-	33	3	32	25	18	18	10	22	4	
	25.0	31.3	31.3	- 31.3		- 31.31		-	39.3K	9.7	33.0M	26.9	37.5	26.9	55.6	32.8R	13.3	
More Than Once	12	79	79	- 79		- 79		-	79	51	28	65	68	30	49	8	45	26
	75.0	68.7	68.7	- 68.7		- 68.7		-	100.0G	60.7	90.3J	67.0	73.1L	62.5	73.1	44.4	67.2	86.7Q
Sigma	16	115	115	- 115		- 115		-	79	84	31	97	93	48	67	18	67	30
	100.0	100.0	100.0	- 100.0		- 100.0		-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 10
Q.10 About How Often Is Your Household Currently Buying Carb Countdown Milk?

		Claimed Eating Regime In Past Year																
		Hood's Carb Countdown							Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non-Buyer	Repeat Buyer	Yes	No			Male	Female	18-34	35-54	55-64
(a)		(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Base: Bought Carb Countdown	16**	115	115	-	115	-	115	-	79*	84*	31*	97*	93*	48*	67*	18**	67*	30*
	100.0**	100.0	100.0	-	100	-	100	-	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*
Every/Most (Net)	2	30	30	-	30	-	30	-	30	15	15	27	26	12	18	3	18	9
	12.5	26.1	26.1	-	26.1	-	26.1	-	38.0G	17.9	48.4J	27.8	28.0	25.0	26.9	16.7	26.5	30.0
Every Time You Or Your Household Grocery Shops (.5)	1	12	12	-	12	-	12	-	12	5	7	9	12	4	8	1	6	5
	6.3	10.4	10.4	-	10.4	-	10.4	-	15.2G	6.0	22.6J	9.3	12.9L	8.3	11.9	5.6	9.0	16.7
Most Of The Time (.33)	1	18	18	-	18	-	18	-	18	10	8	18	14	8	10	2	12	4
	6.3	15.7	15.7	-	15.7	-	15.7	-	22.8G	11.9	25.8J	18.6	15.1	16.7	14.9	11.1	17.9	13.3
About Half The Time (.25)	3	13	13	-	13	-	13	-	13	7	6	12	12	3	10	2	6	5
	18.8	11.3	11.3	-	11.3	-	11.3	-	15.2G	8.3	19.4	12.4	12.9	6.3	14.9	11.1	9.0	16.7
Some/None (Net)	11	72	72	-	72	-	72	-	37	62	10	58	55	33	39	13	43	16
	68.8	62.6	62.6	-	62.6	-	62.6	-	46.8	73.8K	32.3	59.8	59.1	68.8	58.2	72.2	64.2	53.3
Some Of The Time (.1)	5	41	41	-	41	-	41	-	33	35	6	32	33	20	21	4	24	13
	31.3	35.7	35.7	-	35.7	-	35.7	-	41.8G	41.7K	19.4	33.0	35.5	41.7	31.3	22.2	35.8	43.3
Almost None Of The Time (.01)	6	31	31	-	31	-	31	-	4	27	4	26	22	13	18	9	19	3
	37.5	27.0	27.0	-	27.0	-	27.0	-	5.1	32.1K	12.9	26.8	23.7	27.1	26.9	50.0	28.4K	10.0
Weighted Expected Buying Frequency Indicator	13.4	17.0	17.0	-	17.0	-	17.0	-	23.1G	13.5	26.7J	17.4	18.4	15.7	18.0	11.9	16.5	21.3
Sigma	16	115	115	-	115	-	115	-	79	84	31	97	93	48	67	18	67	30
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																		
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing																		

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 11
Q.11 How Well Did Hood Carb Countdown Milk Meet Your Expectations?

		Claimed Eating Regime In Past Year																
Rep Only	-----																	
	Hood's Carb Countdown									Buy Regular Milk in		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Addition to CC		Fe-			Male	Male	18-34	35-54	55-64
									Yes	No								
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Carb Countdown	16**	115	115	** 115	** 115	** 115	** 115	** 79*	84*	31*	97*	93*	48*	67*	18**	67*	30*	
	100.0**	100.0	100.0	** 100	** 100	** 100	** 100	**100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*	
Better (Net)	9	80	80	- 80	- 80	- 80	- 80	- 67	54	26	63	67	27	53	10	46	24	
	56.3	69.6	69.6	- 69.6	- 69.6	- 69.6	- 69.6	- 84.8G	84.3	83.9J	64.9	72.0L	56.3	79.1N	55.6	68.7	80.0	
Much Better Than Expected (5)	6	45	45	- 45	- 45	- 45	- 45	- 40	28	17	37	39	9	36	5	28	12	
	37.5	39.1	39.1	- 39.1	- 39.1	- 39.1	- 39.1	- 50.6G	33.3	54.8J	38.1	41.9	18.8	53.7N	27.8	41.8	40.0	
Somewhat Better Than Expected (4)	3	35	35	- 35	- 35	- 35	- 35	- 27	26	9	26	28	18	17	5	18	12	
	18.8	30.4	30.4	- 30.4	- 30.4	- 30.4	- 30.4	- 34.2	31.0	29.0	26.8	30.1	37.5	25.4	27.8	26.9	40.0	
About The Same As Expected (3)	6	18	18	- 18	- 18	- 18	- 18	- 10	17	1	17	14	13	5	2	12	4	
	37.5	15.7	15.7	- 15.7	- 15.7	- 15.7	- 15.7	- 12.7	20.2K	3.2	17.5	15.1	27.10	7.5	11.1	17.9	13.3	
Worse (Net)	1	17	17	- 17	- 17	- 17	- 17	- 2	13	4	17	12	8	9	6	9	2	
	6.3	14.8	14.8	- 14.8	- 14.8	- 14.8	- 14.8	- 2.5	15.5	12.9	17.5M	12.9	16.7	13.4	33.3	13.4	6.7	
Somewhat Worse Than Expected (2)	1	10	10	- 10	- 10	- 10	- 10	- 2	6	4	10	9	7	3	3	5	2	
	6.3	8.7	8.7	- 8.7	- 8.7	- 8.7	- 8.7	- 2.5	7.1	12.9	10.3	9.7	14.6O	4.5	16.7	7.5	6.7	
Much Worse Than Expected (1)	-	7	7	- 7	- 7	- 7	- 7	-	7	-	7	3	1	6	3	4	-	
	-	6.1	6.1	- 6.1	- 6.1	- 6.1	- 6.1	-	8.3	-	7.2M	3.2	2.1	9.0	16.7	6.0	-	
Mean	3.9	3.9	3.9	- 3.9	- 3.9	- 3.9	- 3.9	- 4.3G	3.7	4.3J	3.8	4.0L	3.6	4.1N	3.3	3.9	4.1	
Sigma	16	115	115	- 115	- 115	- 115	- 115	- 79	84	31	97	93	48	67	18	67	30	
	100.0	100.0	100.0	- 100.0	- 100.0	- 100.0	- 100.0	- 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																		
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing																		



Table 12
Q.12 Which Variety Of Carb Countdown Milk Has Your Household Bought?

	Claimed Eating Regime In Past Year																	
Rep Only	Hood's Carb Countdown									Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Male			Fe- Male	-----			
									Yes	No					18-34	35-54	55-64	

(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Carb Countdown	16**	115	115	**	115	**	115	**	79*	84*	31*	97*	93*	48*	67*	18**	67*	30*
	100.0**	100.0	100.0	**	100	**	100	**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*
White	6	54	54	-	54	-	54	-	30	41	13	49	41	21	33	11	28	15
	37.5	47.0	47.0	-	47.0	-	47.0	-	38.0	48.8	41.9	50.5	44.1	43.8	49.3	61.1	41.8	50.0
Chocolate	3	20	20	-	20	-	20	-	10	17	3	16	13	10	10	5	13	2
	18.8	17.4	17.4	-	17.4	-	17.4	-	12.7	20.2	9.7	16.5	14.0	20.8	14.9	27.8	19.4	6.7
Both Of These	7	41	41	-	41	-	41	-	39	26	15	32	39	17	24	2	26	13
	43.8	35.7	35.7	-	35.7	-	35.7	-	49.4	31.0	48.4	33.0	41.9	35.4	35.8	11.1	38.8	43.3
Sigma	16	115	115	-	115	-	115	-	79	84	31	97	93	48	67	18	67	30
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 13
Q.13 Who Did You Buy Carb Countdown For, In Your Household?
White

		Claimed Eating Regime In Past Year																
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
Rep Only	Total	Aware	Aware	Store	Store	Buyer	Buyer	Buyer	Yes	No	Regimen	Year	Male	Male	18-34	35-54	55-64	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought White Carb Countdown	13**	95*	95*	**	95*	**	95*	**	69*	67*	28**	81*	80*	38*	57*	13**	54*	28**
	100.0**	100.0*	100.0*	**	100*	**	100*	**	100.0*	100.0*	100.0**	100.0*	100.0*	100.0*	100.0*	100.0**	100*100.0**	
Any (Net)	13	95	95	-	95	-	95	-	69	67	28	81	80	38	57	13	54	28
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyone	4	27	27	-	27	-	27	-	23	15	12	24	25	11	16	6	14	7
	30.8	28.4	28.4	-	28.4	-	28.4	-	33.3G	22.4	42.9	29.6	31.3	28.9	28.1	46.2	25.9	25.0
Adult (Net)	8	68	68	-	68	-	68	-	46	52	16	57	55	27	41	7	40	21
	61.5	71.6	71.6	-	71.6	-	71.6	-	66.7	77.6	57.1	70.4	68.8	71.1	71.9	53.8	74.1	75.0
Adult Female	5	54	54	-	54	-	54	-	36	43	11	43	43	15	39	6	30	18
	38.5	56.8	56.8	-	56.8	-	56.8	-	52.2	64.2	39.3	53.1	53.8	39.5	68.4N	46.2	55.6	64.3
Adult Male	4	31	31	-	31	-	31	-	23	20	11	25	27	20	11	1	22	8
	30.8	32.6	32.6	-	32.6	-	32.6	-	33.3	29.9	39.3	30.9	33.6	52.60	19.3	7.7	40.7	28.6
Other Adult	-	3	3	-	3	-	3	-	2	3	-	3	2	-	3	-	2	1
	-	3.2	3.2	-	3.2	-	3.2	-	2.9	4.5	-	3.7	2.5	-	5.3	-	3.7	3.6
Children (Net)	1	1	1	-	1	-	1	-	1	1	-	1	1	-	1	-	1	-
	7.7	1.1	1.1	-	1.1	-	1.1	-	1.4	1.5	-	1.2	1.3	-	1.8	-	1.9	-
Younger Child	1	1	1	-	1	-	1	-	1	1	-	1	1	-	1	-	1	-
	7.7	1.1	1.1	-	1.1	-	1.1	-	1.4	1.5	-	1.2	1.3	-	1.8	-	1.9	-
Sigma	14	116	116	-	116	-	116	-	85	82	34	96	98	46	70	13	59	34
	107.7	122.1	122.1	-	122.1	-	122.1	-	123.2	122.4	121.4	118.5	122.5	121.1	122.8	100.0	127.9	121.4

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 14
Q.13 Who Did You Buy Carb Countdown For, In Your Household?
Chocolate

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown									Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age		
Rep Only		Total	Aware	Aware	Store	Store	Buyer	Buyer	Buyer	Repeat	Yes	No	Regimen	Year	Male	Male	18-34	35-54	55-64
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Chocolate Carb Countdown		10**	61*	61*	***	61*	***	61*	***	49*	43*	18**	48*	52*	27**	34*	7**	39*	15**
		100.0**	100.0*	100.0*	***	100*	***	100*	***	100.0*	100.0*	100.0**	100.0*	100.0*	100.0**	100*	100.0**	100*100.0**	100*100.0**
Any (Net)		10	61	61	-	61	-	61	-	49	43	18	48	52	27	34	7	39	15
		100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyone		4	22	22	-	22	-	22	-	20	17	5	18	18	12	10	2	13	7
		40.0	36.1	36.1	-	36.1	-	36.1	-	40.8	39.5	27.8	37.5	34.6	44.4	29.4	28.6	33.3	46.7
Adults (Net)		5	38	38	-	38	-	38	-	29	25	13	30	33	14	24	5	25	8
		50.0	62.3	62.3	-	62.3	-	62.3	-	59.2	58.1	72.2	62.5	63.5	51.9	70.6	71.4	64.1	53.3
Adult Female		5	24	24	-	24	-	24	-	22	15	9	18	21	3	21	2	17	5
		50.0	39.3	39.3	-	39.3	-	39.3	-	44.9G	34.9	50.0	37.5	40.4	11.1	61.8	28.6	43.6	33.3
Adult Male		-	22	22	-	22	-	22	-	14	15	7	20	20	14	8	4	14	4
		-	36.1	36.1	-	36.1	-	36.1	-	28.6	34.9	38.9	41.7	38.5	51.9	23.5	57.1	35.9	26.7
Other Adult		1	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-	1
		10.0	1.6	1.6	-	1.6	-	1.6	-	2.0	-	5.6	-	1.9	-	2.9	-	-	6.7
Children (Net)		1	3	3	-	3	-	3	-	-	3	-	2	3	2	1	-	3	-
		10.0	4.9	4.9	-	4.9	-	4.9	-	-	7.0	-	4.2	5.8	7.4	2.9	-	7.7	-
Teenage Child		-	1	1	-	1	-	1	-	-	1	-	1	1	1	-	-	1	-
		-	1.6	1.6	-	1.6	-	1.6	-	-	2.3	-	2.1	1.9	3.7	-	-	2.6	-
Younger Child		1	2	2	-	2	-	2	-	-	2	-	1	2	1	1	-	2	-
		10.0	3.3	3.3	-	3.3	-	3.3	-	-	4.7	-	2.1	3.8	3.7	2.9	-	5.1	-
Sigma		11	72	72	-	72	-	72	-	57	50	22	58	63	31	41	8	47	17
		110.0	118.0	118.0	-	118.0	-	118.0	-	116.3	116.3	122.2	120.8	121.2	114.8	120.6	114.3	120.5	113.3

Proportions/Means: Columns Tested (10% risk level) A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing



Table 15
Q.14 How Has Your Household Used Carb Countdown Milk?

Claimed Eating Regime In Past Year																			
		Hood's Carb Countdown							Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age				
Rep Only	Total	Aware	Not Aware	Saw Store	Didn't See in Store	Buyer	Non-Buyer	Repeat Buyer	Yes	No				Male	Fe- Male	18-34	35-54	55-64	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Bought Carb Countdown	16**	115	115	** 115	** 115	** 115	** 79*	84*	31*	97*	93*	48*	67*	18**	67*	30*			
	100.0**	100.0	100.0	** 100	** 100	** 100	**100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*			
As A Beverage (A Glass Of Milk)	12	94	94	- 94	- 94	- 94	- 65	69	25	80	77	40	54	17	56	21			
	75.0	81.7	81.7	- 81.7	- 81.7	- 81.7	- 82.3	82.1	80.6	82.5	82.8	83.3	80.6	94.4	83.6	70.0			
In Cereal	9	75	75	- 75	- 75	- 75	- 59	48	27	63	63	31	44	8	43	24			
	56.3	65.2	65.2	- 65.2	- 65.2	- 65.2	- 74.7G	57.1	87.1J	64.9	67.7	64.6	65.7	44.4	64.2	80.0			
In Recipes That Call For Milk	4	48	48	- 48	- 48	- 48	- 42	30	18	41	45	14	34	7	22	19			
	25.0	41.7	41.7	- 41.7	- 41.7	- 41.7	- 53.2G	35.7	58.1J	42.3	48.4L	29.2	50.7N	38.9	32.8	63.3Q			
In Coffee, Tea	1	31	31	- 31	- 31	- 31	- 27	16	15	26	30	12	19	6	16	9			
	6.3	27.0	27.0	- 27.0	- 27.0	- 27.0	- 34.2G	19.0	48.4J	26.8	32.3L	25.0	28.4	33.3	23.9	30.0			
Other (Net)	-	7	7	- 7	- 7	- 7	- 7	5	2	5	7	1	6	1	4	2			
	-	6.1	6.1	- 6.1	- 6.1	- 6.1	- 8.9G	6.0	6.5	9.2	7.5	2.1	9.0	5.6	6.0	6.7			
Protein Drinks	-	2	2	- 2	- 2	- 2	- 2	2	-	2	2	-	2	-	2	-			
	-	1.7	1.7	- 1.7	- 1.7	- 1.7	- 2.5	2.4	-	2.1	2.2	-	3.0	-	3.0	-			
Smoothies	-	2	2	- 2	- 2	- 2	- 2	2	-	1	2	1	1	1	-	1			
	-	1.7	1.7	- 1.7	- 1.7	- 1.7	- 2.5	2.4	-	1.0	2.2	2.1	1.5	5.6	-	3.3			
Shakes	-	1	1	- 1	- 1	- 1	- 1	1	-	1	1	-	1	-	1	-			
	-	0.9	0.9	- 0.9	- 0.9	- 0.9	- 1.3	1.2	-	1.0	1.1	-	1.5	-	1.5	-			
Recipes Calling For Cream or Half'n half	-	1	1	- 1	- 1	- 1	- 1	-	1	1	1	-	1	-	1	-			
	-	0.9	0.9	- 0.9	- 0.9	- 0.9	- 1.3	-	3.2	1.0	1.1	-	1.5	-	1.5	-			
Cats	-	1	1	- 1	- 1	- 1	- 1	-	1	-	1	-	1	-	-	1			
	-	0.9	0.9	- 0.9	- 0.9	- 0.9	- 1.3	-	3.2	-	1.1	-	1.5	-	-	3.3			

Proportions/Mean: Columns Tested (10% risk level) A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 15
Q.14 How Has Your Household Used Carb Countdown Milk?

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Fe- Male	18-34	35-54	55-64		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Carb Countdown	16**	115	115	**	115	**	115	**	79*	84*	31*	97*	93*	48*	57*	18**	57*	30*	
	100.0**	100.0	100.0	**	100	**	100	**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*	
Sigma	26	255	255	-	255	-	255	-	200	168	87	215	222	98	157	39	141	75	
	162.5	221.7	221.7	-	221.7	-	221.7	-	253.2	200.0	280.6	221.6	238.7	204.2	234.3	216.7	210.4	250.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																			
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing																			



Table 16
Q.15 Which Way Has Your Household Used It Most Often?

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Fe- Male	18-34	35-54	55-64		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Bought Carb Countdown	16**	115	115	**	115	**	115	**	79*	84*	31*	97*	93*	48*	67*	18**	67*	30*	
	100.0**	100.0	100.0	**	100	**	100	**	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*	
As A Beverage (A Glass Of Milk)	6	63	63	-	63	-	63	-	40	50	13	57	51	30	33	10	39	14	
	37.5	54.8	54.8	-	54.8	-	54.8	-	50.6	59.5K	41.3	58.8	54.8	62.5	49.3	55.6	58.2	46.7	
In Cereal	7	33	33	-	33	-	33	-	27	21	12	24	28	12	21	3	19	11	
	43.8	28.7	28.7	-	28.7	-	28.7	-	34.2G	25.0	38.7	24.7	30.1L	25.0	31.3	16.7	28.4	36.7	
In Coffee, Tea	-	9	9	-	9	-	9	-	6	7	2	7	7	5	4	2	5	2	
	-	7.8	7.8	-	7.8	-	7.8	-	7.6	8.3	6.5	7.2	7.5	10.4	6.0	11.1	7.5	6.7	
In Recipes That Call For Milk	3	8	8	-	8	-	8	-	5	5	3	7	6	1	7	2	3	3	
	18.8	7.0	7.0	-	7.0	-	7.0	-	6.3	6.0	9.7	7.2	6.5	2.1	10.4N	11.1	4.5	10.0	
Other Recipes Calling For Cream or Half'n half	-	1	1	-	1	-	1	-	1	-	1	1	1	-	1	-	1	-	
	-	0.9	0.9	-	0.9	-	0.9	-	1.3	-	3.2	1.0	1.1	-	1.5	-	1.5	-	
None Of These	-	1	1	-	1	-	1	-	-	1	-	1	-	-	1	1	-	-	
	-	0.9	0.9	-	0.9	-	0.9	-	-	1.2	-	1.0	-	-	1.5	5.6	-	-	
Sigma	16	115	115	-	115	-	115	-	79	84	31	97	93	48	67	18	67	30	
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing																			



Table 17
Q.16 Does Your Household Buy Regular Milk In Addition To Buying Carb Countdown Milk?

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Addition to CC		Fe-	Male			Male	18-34	35-54	55-64	
									Yes	No									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Bought Carb Countdown	16**	115	115	**	115	**	115	**	79*	84*	31*	97*	93*	48*	67*	18**	67*	30*	
	100.0**	100.0	100.0	**	100	**	100	**	100.0	100.0	100.0*	100.0	100.0	100.0	100.0	100.0**	100*	100.0*	
Yes	12	84	84	-	84	-	84	-	51	84	-	70	62	35	49	14	52	18	
	75.0	73.0	73.0	-	73.0	-	73.0	-	64.6	100.0	-	72.2	66.7	72.9	73.1	77.8	77.6	68.0	
No	4	31	31	-	31	-	31	-	28	-	31	27	31	13	18	4	15	12	
	25.0	27.0	27.0	-	27.0	-	27.0	-	35.4	-	100.0	27.8	33.3	27.1	26.9	22.2	22.4	40.0	
Sigma	16	115	115	-	115	-	115	-	79	84	31	97	93	48	67	18	67	30	
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																			
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing																			



Table 18
Q.17 How Does Your Household Use Regular Milk?

Claimed Eating Regime In Past Year																		
Rep Only	Hood's Carb Countdown									Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Non- Buyer	Repeat Buyer	Yes	No	Male	Fe- Male			18-34	35-54	55-64		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Buy Regular Milk In Addition To Carb Countdown	12**	84*	84*	***	84*	**	84*	***	51*	84*	**	70*	62*	35*	49*	14**	52*	18**
	100.0**	100.0*	100.0*	***	100*	***	100*	***	100.0*	100.0*	***	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0**
In Cereal	10	75	75	-	75	-	75	-	45	75	-	63	57	34	41	12	46	17
	83.3	89.3	89.3	-	89.3	-	89.3	-	88.2	89.3	-	90.0	91.9	97.10	83.7	85.7	88.5	94.4
As A Beverage (A Glass Of Milk)	11	69	69	-	69	-	69	-	40	69	-	58	52	30	39	13	43	13
	91.7	82.1	82.1	-	82.1	-	82.1	-	78.4	82.1	-	82.9	83.9	85.7	79.6	92.9	82.7	72.2
In Recipes That Call For Milk	9	65	65	-	65	-	65	-	37	65	-	54	49	24	41	13	40	12
	75.0	77.4	77.4	-	77.4	-	77.4	-	72.5	77.4	-	77.1	79.0	68.6	83.7	92.9	76.9	66.7
In Coffee, Tea	3	25	25	-	25	-	25	-	14	25	-	18	18	10	15	5	16	4
	25.0	29.8	29.8	-	29.8	-	29.8	-	27.5	29.8	-	25.7	29.0	28.6	30.6	35.7	30.8	22.2
Other (Net)	-	4	4	-	4	-	4	-	3	4	-	4	3	1	3	1	3	-
	-	4.8	4.8	-	4.8	-	4.8	-	5.9	4.8	-	5.7	4.8	2.9	6.1	7.1	5.8	-
Chocolate Milk	-	1	1	-	1	-	1	-	1	1	-	1	-	1	-	-	1	-
	-	1.2	1.2	-	1.2	-	1.2	-	2.0	1.2	-	1.4	-	2.9	-	-	1.9	-
Shakes	-	1	1	-	1	-	1	-	1	1	-	1	1	-	1	-	1	-
	-	1.2	1.2	-	1.2	-	1.2	-	2.0	1.2	-	1.4	1.6	-	2.0	-	1.9	-
Protein Drinks	-	1	1	-	1	-	1	-	-	1	-	1	1	-	1	1	-	-
	-	1.2	1.2	-	1.2	-	1.2	-	-	1.2	-	1.4	1.6	-	2.0	7.1	-	-
Home Made Yogurt	-	1	1	-	1	-	1	-	1	1	-	1	1	-	1	-	1	-
	-	1.2	1.2	-	1.2	-	1.2	-	2.0	1.2	-	1.4	1.6	-	2.0	-	1.9	-
Sigma	33	238	238	-	238	-	238	-	139	238	-	197	179	99	139	44	148	46
	275.0	283.3	283.3	-	283.3	-	283.3	-	272.5	283.3	-	281.4	288.7	282.9	283.7	314.3	284.6	255.6

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 19
Q.18 Which Way Does Your Household Use Regular Milk Most Often?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown									Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
Rep Only	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non-Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Female	18-34	35-54	55-64		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Buy Regular Milk In Addition To Carb Countdown	12**	84*	84*	***	84*	***	84*	***	51*	84*	***	70*	62*	35*	49*	14**	52*	18**	
	100.0**	100.0*	100.0*	***	100*	***	100*	***	100.0*	100.0*	***	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0**	
In Cereal	4	38	38	-	38	-	38	-	21	38	-	32	28	16	22	8	25	5	
	33.3	45.2	45.2	-	45.2	-	45.2	-	41.2	45.2	-	45.7	45.2	45.7	44.9	57.1	48.1	27.8	
As A Beverage (A Glass Of Milk)	6	34	34	-	34	-	34	-	21	34	-	29	28	16	18	3	23	8	
	50.0	40.5	40.5	-	40.5	-	40.5	-	41.2	40.5	-	41.4	45.2	45.7	36.7	21.4	44.2	44.4	
In Recipes That Call For Milk	2	10	10	-	10	-	10	-	7	10	-	8	5	3	7	2	3	5	
	16.7	11.9	11.9	-	11.9	-	11.9	-	13.7	11.9	-	11.4	8.1	8.6	14.3	14.3	5.8	27.8	
In Coffee, Tea	2	2	2	-	2	-	2	-	2	2	-	1	1	-	2	1	1	-	
	-	2.4	2.4	-	2.4	-	2.4	-	3.9	2.4	-	1.4	1.6	-	4.1	7.1	1.9	-	
Sigma	12	84	84	-	84	-	84	-	51	84	-	70	62	35	49	14	52	18	
	100.0	100.0	100.0	-	100.0	-	100.0	-	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 20
Q.19 What Best Describes Your Household?

		Claimed Eating Regime In Past Year																	
Rep Only	-----																		
	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
	Total	Aware	Not Aware	Saw Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Regimen	Past Year	Male	Fe- Male	-----				
									Yes	No					18-34	35-54	55-64		
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Bought Carb Countdown	16**	115	115	** 115	** 115	** 115	** 79*	84*	31*	97*	93*	48*	67*	18**	67*	30*			
	100.0**	100.0	100.0	** 100	** 100	** 100	**100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0*	100.0**	100*	100.0*		
Buying More Milk In Total Now That We Are Buying Carb Countdown In Addition To Regular Milk	6 37.5	31	31	- 31	- 31	- 31	- 20	31	-	28	21	10	21	4	20	7			
		27.0	27.0	- 27.0	- 27.0	- 27.0	- 25.3	36.9K	-	28.9M	22.6	20.8	31.3	22.2	29.9	23.3			
Buying The Same Amount Of Milk, Just Switching Between Regular Milk And Carb Countdown	5 31.3	34	34	- 34	- 34	- 34	- 24	28	6	24	25	15	19	6	17	11			
		29.6	29.6	- 29.6	- 29.6	- 29.6	- 30.4	33.3	19.4	24.7	26.9	31.3	28.4	33.3	25.4	36.7			
Buying Less Milk, Now That We Are Buying Carb Countdown And Buying Less Regular Milk	2 12.5	17	17	- 17	- 17	- 17	- 16	12	5	16	17	10	7	2	11	4			
		14.8	14.8	- 14.8	- 14.8	- 14.8	- 20.3G	14.3	16.1	16.5	18.3	20.8	10.4	11.1	16.4	13.3			
Buying Only Carb Countdown, Since We Hadn't Been Buying Any Regular Milk Previously	2 12.5	16	16	- 16	- 16	- 16	- 15	-	16	14	16	3	13	2	8	6			
		13.9	13.9	- 13.9	- 13.9	- 13.9	- 19.0G	-	51.6G	14.4	17.2	6.3	19.4N	11.1	11.9	20.0			
Don't Know/ Not Sure	1 6.3	17	17	- 17	- 17	- 17	- 4	13	4	15	14	10	7	4	11	2			
		14.8	14.8	- 14.8	- 14.8I	-	5.1	15.5	12.9	15.5	15.1	20.8	10.4	22.2	16.4	6.7			
Sigma	16	115	115	- 115	- 115	- 115	- 79	84	31	97	93	48	67	18	67	30			
	100.0	100.0	100.0	- 100.0	- 100.0	- 100.0	- 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 21
Q.20 Have You Been On Any Diet Or Eating Regimen In The Past Year?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No				Male	Fe- Male	18-34	35-54	55-64
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)		(N)	(O)	(P)	(Q)	(R)
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600		616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0		100.0	100.0	100.0	100.0	100.0
Yes	145	1400	534	866	412	122	115	419	79	84	31	1227	600		616	784	193	699	508
	39.2	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0
No	225	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
	60.8B	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600		616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 22
Q.21 Are You Currently On Any Diet Or Eating Regimen?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Not Aware	Aware	Saw Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No			Male	Female	18-34	35-54	55-64	
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
Yes	124 33.5	1227 87.6A	476 89.1	751 86.7	365 88.6	111 91.0	97 84.3	379 90.5G	65 82.3	70 83.3	27 87.1	1227 100.0M	506 84.3	554 89.9O	673 85.8	157 81.3	616 88.1P	454 89.4P	
No	246 66.5B	173 12.4	58 10.9	115 13.3	47 11.4	11 9.0	18 15.7H	40 9.5	14 17.7H	14 16.7	4 12.9	- -	94 15.7L	62 10.1	111 14.2N	36 18.7Q	83 11.9	54 10.6	
		R																	
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 23
Q.22 What Type Of Diet Or Eating Regimen Have You Been On In The Past Year?

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age			
Rep Only		Total	Aware	Aware	Saw in Store	Didn't See in Store	Buyer	Buyer	Repeat Buyer	Yes	No	Regimen	Year	Male	Fe-Male	18-34	35-54	55-64	
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Diet Regime in Past Year	145	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Any (Net)	141	1379	528	851	407	121	114	414	78	83	31	1214	600	603	776	190	687	502	
	97.2	98.5	98.3	98.3	98.8	99.2	99.1	98.8	98.7	98.8	100.0	98.9	100.0	97.9	99.0N	98.4	98.3	98.8	
Low Carb Diet	56	600	272	328	222	50	93	179	68	62	31	506	600	274	326	79	285	236	
	38.6	42.9	50.9D	37.9	53.9F	41.0	80.9H	42.7	86.1G	73.8	100.0J	41.2	100.0L	44.5	41.6	40.9	40.8	46.5Q	
		H																	
Low Fat / Low Cholesterol Diet	27	461	175	286	129	46	25	150	13	23	2	425	196	202	259	51	206	204	
	18.6	32.9A	32.8	33.0	31.3	37.7	21.7I	38.8GI	16.5	27.4K	6.5	34.6	32.7	32.8	33.0	26.4	29.5	40.2PQ	
Weight Loss / Low Calorie Diet	54	647	233	414	174	59	31	202	20	27	4	571	184	237	410	107	332	208	
	37.2	46.2A	43.6	47.8	42.2	48.4	27.0	48.2GI	25.3	32.1K	12.9	46.5M	30.7	38.5	52.3N	55.4Q	47.5R	40.9	
		R																	
Other Type Of Diet	35	275	82	193	61	21	10	72	7	8	2	257	54	123	152	37	142	96	
	24.1	19.6	15.4	22.3C	14.8	17.2	8.7	17.2GI	8.9	9.5	6.5	20.3M	9.0	20.0	19.4	19.2	20.3	18.9	
None Of These	4	21	6	15	5	1	1	5	1	1	-	13	-	13	8	3	12	6	
	2.8	1.5	1.1	1.7	1.2	0.8	0.9	1.2	1.3	1.2	-	1.1M	-	2.10	1.0	1.6	1.7	1.2	
Sigma	176	2004	768	1236	591	177	160	608	109	121	39	1772	1034	849	1155	277	977	750	
	121.4	143.1	143.8	142.7	143.4	145.1	139.1	145.1	138.0	144.0	125.8	144.4	172.3	137.8	147.3	143.5	139.8	147.6	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used: * small base



Table 24
Age

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No	Male	Fe- Male			18-34	35-54	55-64		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
18-34 (Net)	120 32.4B	193 13.8	98 18.4D	95 11.0	78 18.9	20 16.4	18 15.7I	80 19.1I	8 10.1	14 16.7	4 12.9	157 12.8	79 13.2	43 7.0	150 19.1	193 100.0QR	-	-	
18-24 (21)	63 17.0B	19 1.4	7 1.3	12 1.4	4 1.0	3 2.5	1 0.9	6 1.4	1 1.3	-	1 3.2	13 1.1	5 0.8	1 0.2	18 2.3N	19 9.8QR	-	-	
25-34 (29)	57 15.4	174 12.4	91 17.0D	83 9.6	74 18.0	17 13.9	17 14.8I	74 17.7I	7 8.9	14 16.7	3 9.7	144 11.7	74 12.3	42 6.8	132 16.8N	174 90.2QR	-	-	
35-54 (Net)	169 45.7	699 49.9	302 56.6D	397 45.8	239 58.0	63 51.6	67 58.3	235 56.1	45 57.0	52 61.9	15 48.4	616 50.2	285 47.5	300 48.7	399 50.9	-	699 100.0PR	-	
35-44 (39)	76 20.5	327 23.4	154 28.8D	173 20.0	121 29.4	33 27.0	33 28.7	121 28.9	25 31.6	25 29.8	8 25.8	290 23.6	132 22.0	123 20.0	204 26.0N	-	327 46.8PR	-	
45-54 (49)	93 25.1	372 26.6	148 27.7	224 25.9	118 28.6	30 24.6	34 29.6	114 27.2	20 25.3	27 32.1	7 22.6	326 26.6	153 25.5	177 28.7	195 24.9	-	372 53.2PR	-	
55-64 (59)	81 21.9	508 36.3A	134 25.1	374 43.2C	95 23.1	39 32.0E	30 26.1	104 24.8	26 32.9G	18 21.4	12 38.7J	454 37.0	236 39.3	273 44.3O	235 30.0	-	-	508 100.0PQ	
Mean	41.3	47.4A	44.9	49.0C	44.5	46.0	45.5	44.7	47.0G	44.8	47.5	47.7	48.0	50.0O	45.4	28.2	44.3P	59.0PQ	
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 25
Gender

		Claimed Eating Regime In Past Year																
Rep Only	-----																	
	Hood's Carb Countdown								Buy Regular			Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Milk in		Fe-			Male	18-34	35-54	55-64	
									Addition to CC	Yes								No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Male	189	616	190	426	150	40	48	142	30	35	13	554	274	616	-	43	300	273
	51.1B	44.0	35.6	49.2C	36.4	32.8	41.7	33.9	38.0	41.7	41.9	45.2	45.7	100.00	-	22.3	42.9F	53.7FQ
Female	181	784	344	440	262	82	67	277	49	49	18	673	326	-	784	150	399	235
	48.9	56.0A	64.4D	50.8	63.6	67.2	58.3	66.1	62.0	58.3	58.1	54.8	54.3	-	100.0N	77.7Q	57.1R	46.3
															R			
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 26
Household Income

		Claimed Eating Regime In Past Year																	
Rep Only	Total	Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
		Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No	Male			Fe- Male	18-34	35-54	55-64		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Under \$25,000 (15)	47	290	99	191	71	28	16	83	10	11	5	257	95	118	172	56	139	95	
	12.7	20.7A	18.5	22.1	17.2	23.0	13.9	19.8	12.7	13.1	16.1	20.9M	15.8	19.2	21.9	29.0Q	19.9	18.7	
\$25,000 - \$44,999 (Net)	99	316	114	202	84	30	22	92	12	17	5	280	134	124	192	50	160	106	
	26.8B	22.6	21.3	23.3	20.4	24.6	19.1	22.0	15.2	20.2	16.1	22.8	22.3	20.1	24.5N	25.9	22.9	20.9	
\$25,000 - \$34,999 (30)	58	171	58	113	37	21	15	43	7	12	3	149	74	70	101	26	83	62	
	15.7B	12.2	10.9	13.0	9.0	17.2E	13.0I	10.3	8.9	14.3	9.7	12.1	12.3	11.4	12.9	13.5	11.9	12.2	
\$35,000 - \$44,999 (40)	41	145	56	89	47	9	7	49	5	5	2	131	60	54	91	24	77	44	
	11.1	10.4	10.5	10.3	11.4	7.4	6.1	11.7G	6.3	6.0	6.5	10.7	10.0	8.8	11.6N	12.4	11.0	8.7	
\$45,000 - \$74,999 (Net)	117	402	162	240	134	28	33	129	24	26	7	338	177	170	232	54	194	154	
	31.6	28.7	30.3	27.7	32.5F	23.0	28.7	30.8	30.4	31.0	22.6	27.5	29.5	27.6	29.6	28.0	27.8	30.3	
\$45,000 - \$59,999 (52.5)	75	214	85	129	74	11	23	62	18	17	6	182	99	88	126	30	106	78	
	20.3B	15.3	15.9	14.9	18.0F	9.0	20.0	14.8	22.8H	20.2	19.4	14.8	16.5	14.3	16.1	15.5	15.2	15.4	
\$60,000 - \$74,999 (67.5)	42	188	77	111	60	17	10	67	6	8	1	156	78	82	106	24	88	76	
	11.4	13.4	14.4	12.8	14.6	13.9	8.7	16.0GI	7.8	10.7	1.2	12.7	13.0	13.3	13.5	12.4	12.6	15.0	
\$75,000 Or More (100)	107	392	159	233	123	36	44	115	33	30	14	352	194	204	188	33	206	153	
	28.9	28.0	29.8	26.9	29.9	29.5	38.3H	27.4	41.8H	35.7	45.2	28.7	32.3L	33.1O	24.0	17.1	29.5P	30.1P	
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 26
Household Income

Claimed Eating Regime In Past Year																		
Rep Only	Hood's Carb Countdown									Buy Regular		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Milk in		Fe-			Male	18-34	35-54	55-64	
									Addition to CC	Yes No								
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370	1408	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	71.4	70.5	72.3	69.4	72.6	71.3	78.2H	70.5	80.2H	77.0	81.2	71.1	75.3L	76.30	65.7	57.6	71.4P	73.8P
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																		
Overlap formulae used. * small base																		



Table 27
Census Region

Claimed Eating Regime In Past Year

Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total		Not Aware		Saw Store		Didn't See in Store		Non-Repeat Buyer		Yes		No		Male		Fe- Male 18-34 35-54 55-64		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total US (Net)	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
North East (Net)	60	303	140	163	108	32	25	115	16	16	9	282	123	133	170	32	162	109	
	16.2	21.6A	26.2D	18.8	26.2	26.2	21.7	27.4	20.3	19.0	29.0	23.0M	20.5	21.6	21.7	16.6	23.2P	21.5	
New England	16	91	41	50	36	5	7	34	6	3	4	85	36	53	38	9	48	34	
	4.3	6.5	7.7	5.8	8.7F	4.1	6.1	8.1	7.6	3.6	12.9J	6.9	6.0	8.6O	4.8	4.7	6.9	6.7	
Middle Atlantic	44	212	99	113	72	27	18	81	10	13	5	197	87	80	132	23	114	75	
	11.9	15.1	18.5D	13.0	17.5	22.1	15.7	19.3	12.7	15.5	16.1	16.1	14.5	13.0	16.8N	11.9	16.3	14.8	
Central (Net)	101	330	117	213	86	31	27	90	19	19	8	282	137	144	186	55	155	120	
	27.3	23.6	21.9	24.6	20.9	25.4	23.5	21.5	24.1	22.6	25.8	23.0	22.8	23.4	23.7	28.5Q	22.2	23.6	
East North Central	71	231	75	156	57	18	15	60	9	13	2	203	90	112	119	41	99	91	
	19.2	16.5	14.0	18.0C	13.8	14.8	13.0	14.3	11.4	15.5	6.5	16.5	15.0	18.2	15.2	21.2Q	14.2	17.9Q	
West North Central	30	99	42	57	29	13	12	30	10	6	6	79	47	32	67	14	56	29	
	8.1	7.1	7.9	6.6	7.0	10.7	10.4	7.2	12.7	7.1	19.4J	6.4	7.8L	5.2	8.5N	7.3	8.0	5.7	
South (Net)	116	491	180	311	145	34	38	142	29	29	9	422	223	205	286	66	247	178	
	31.4	35.1	33.7	35.9	35.4	27.9	33.0	33.9	36.7	34.5	29.0	34.4	37.2L	33.3	36.5	34.2	35.3	35.0	
South Atlantic	60	264	100	164	80	20	23	77	21	16	7	229	123	124	140	29	145	90	
	16.2	18.9	18.7	18.9	18.4	16.4	20.0	18.4	26.5G	19.0	22.6	18.7	20.5	20.1	17.9	15.0	20.7P	17.7	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 27
Census Region

Claimed Eating Regime In Past Year

	Rep Only	Hood's Carb Countdown								Buy Regular Milk in		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Buyer	Non- Buyer	Addition to CC				Fe- Male	Male	18-34	35-54	55-64
										Yes	No							
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0
East South Central	15 4.1	77 5.5	26 4.9	51 5.9	22 5.3	4 3.3	4 3.5	22 5.3	1 1.3	4 4.8	- -	66 5.4	31 5.2	27 4.4	50 6.4	13 6.7	37 5.3	27 5.3
West South Central	41 11.1	150 10.7	54 10.1	96 11.1	44 10.7	10 8.2	11 9.6	43 10.3	7 8.9	9 10.7	2 6.5	127 10.4	69 11.5	54 8.8	96 12.2	24 12.4	65 9.3	61 12.0
West (Net)	93 25.1	276 19.7	97 18.2	179 20.7	72 17.5	25 20.5	25 21.7	72 17.2	15 19.0	20 23.8	5 16.1	241 19.6	117 19.5	134 21.8	142 18.1	40 20.7	135 19.3	101 19.9
Mountain	30 8.1	105 7.5	34 6.4	71 8.2	29 7.0	5 4.1	11 9.6	23 5.5	6 7.6	10 11.9	1 3.2	91 7.4	46 7.7	49 8.0	56 7.1	20 10.4	51 7.3	34 6.7
Pacific	63 17.0	171 12.2	63 11.8	108 12.5	43 10.4	20 16.4	14 12.2	49 11.7	9 11.4	10 11.9	4 12.9	150 12.2	71 11.8	85 13.8	86 11.0	20 10.4	84 12.0	67 13.2
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0
Proportions/Mean: Columns Tested (10% risk level) A/B C/D E/F G/H/I J/K L/M N/O P/Q/R																		
Overlap formulae used: * small base																		



Table 28
Market Size

		Claimed Eating Regime In Past Year																	
	Rep Only	Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Yes	No			Male	Female	18-34	35-54	55-64	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
50,000-249,999	36 9.7	125 8.9	50 9.4	75 8.7	40 9.7	10 8.2	12 10.4	38 9.1	8 10.1	9 10.7	3 9.7	115 9.4	62 10.3	63 10.2	62 7.9	19 9.8	72 10.3	34 6.7	
250,000-499,999	36 9.7	132 9.4	59 11.0	73 8.4	45 10.9	14 11.5	15 13.0	44 10.5	9 11.4	10 11.9	5 16.1	116 9.5	57 9.5	67 10.9	65 8.3	18 9.3	66 9.4	48 9.4	
500,000-999,999	50 13.5	150 10.7	57 10.7	93 10.7	46 11.2	11 9.0	10 8.7	47 11.2	5 6.3	10 11.9	-	126 10.3	56 9.3	72 11.7	78 9.3	28 14.5	71 10.2	51 10.0	
1,000,000-2,499,999	103 27.8	381 27.2	153 28.7	228 26.3	112 27.2	41 33.6	31 27.0	122 29.1	20 25.3	21 25.0	10 32.3	342 27.9	168 28.0	173 28.1	208 26.5	61 31.6	176 25.2	144 28.3	
2,500,000 And Over	88 23.8	344 24.6	136 25.5	208 24.0	112 27.3	24 19.7	27 23.5	109 26.0	20 25.3	20 23.8	7 22.6	298 24.3	144 24.0	142 23.1	202 25.8	36 18.7	189 27.0	119 23.4	
Non MSA	57 15.4	268 19.1	79 14.8	189 21.8	57 13.8	22 18.0	20 17.4	59 14.1	17 21.5	14 16.7	6 19.4	230 18.7	113 18.8	99 16.1	169 21.6	31 16.1	125 17.9	112 22.0	
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 29
Household Size

Claimed Eating Regime In Past Year

	Rep Only	Hood's Carb Countdown								Buy Regular		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age			
		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Milk in				Male	Fe- Male	18-34	35-54	55-64	
										Addition to CC	Yes								No
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
1 - 2 Members (Net)	212	839	303	536	238	65	66	237	48	38	28	733	351	378	461	114	346	379	
	57.3	59.9	56.7	61.9C	57.8	53.3	57.4	56.6	60.8	45.2	90.3J	59.7	58.5	61.4	58.8	59.1Q	49.5	74.6PQ	
Single Member	67	249	83	166	60	23	16	67	13	7	9	219	112	110	139	38	124	87	
	18.1	17.8	15.5	19.2C	14.6	18.9	13.9	16.0	16.5	8.3	29.0J	17.8	18.7	17.9	17.7	19.7	17.7	17.1	
Two Members	145	590	220	370	178	42	50	170	35	31	19	514	239	268	322	76	222	292	
	39.2	42.1	41.2	42.7	43.2F	34.4	43.5	40.6	44.3	36.9	61.3J	41.9	39.8	43.5	41.1	39.4Q	31.8	57.5PQ	
3 - 4 Members (Net)	110	462	191	271	142	49	36	155	22	33	3	408	208	194	268	66	278	118	
	29.7	33.0	35.8D	31.3	34.5	40.2	31.3	37.0	27.8	39.3K	9.7	33.3	34.7	31.5	34.2	34.2R	39.8R	23.2	
Three Members	67	288	123	165	88	35	20	103	12	18	2	251	121	115	173	43	164	81	
	18.1	20.6	23.0D	19.1	21.4	28.7E	17.4	24.6I	15.2	21.4K	6.5	20.5	20.2	18.7	22.1	22.3R	23.5R	15.9	
Four Members	43	174	68	106	54	14	16	52	10	15	1	157	87	79	95	23	114	37	
	11.6	12.4	12.7	12.2	13.1	11.5	13.9	12.4	12.7	17.9K	3.2	12.8	14.5	12.8	12.1	11.9R	16.3R	7.3	
Five Members Or More (Net)	48	99	40	59	32	8	13	27	9	13	-	86	41	44	55	13	75	11	
	13.0B	7.1	7.5	6.8	7.8	6.6	11.3H	6.4	11.4	15.5K	-	7.0	6.8	7.1	7.0	6.7R	10.7R	2.2	
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Mean	2.7B	2.5	2.6D	2.5	2.6	2.6	2.7	2.6	2.7	3.1K	1.8	2.5	2.6	2.5	2.5	2.5R	2.8PR	2.2	

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 30
Age And Presence Of Children

		Claimed Eating Regime In Past Year																		
		Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet Past Year	Gender		Age		
Rep Only		Total	Aware	Aware	Store	Store	Buyer	Buyer	Buyer	Repeat	Yes	No	Regimen	Year	Male	Female	18-34	35-54	55-64	
-----		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
(A)		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Households With Children (Under 18)	109	358	155	203	123	32	36	119	21	34	2	308	148	130	228	76	248	34		
(Net)	29.5	25.6	29.0D	23.4	29.9	26.2	31.3	28.4	26.6	40.5K	6.5	25.1	24.7	21.1	29.1N	39.4R	35.5R	6.7		
Have Children 12 And Under (Net)	82	264	118	146	95	23	29	89	18	27	2	227	111	90	174	72	175	17		
	22.2	18.9	22.1D	16.9	23.1	18.9	25.2	21.2	22.8	32.1K	6.5	18.5	18.5	14.6	22.2N	37.3Q	25.0R	3.3		
Under 6 Only	26	72	34	38	25	9	5	29	2	5	1	63	32	18	54	34	34	4		
	7.0	5.1	6.4	4.4	6.1	7.4	4.3	6.9	2.5	6.0	1	5.1	5.3	2.9	6.9N	17.6QR	4.9R	0.8		
6-12 Only	23	99	40	59	33	7	11	29	5	9	2	82	38	36	63	18	74	7		
	6.2	7.1	7.5	6.8	8.0	5.7	9.6I	6.9	6.3	10.7	6.5	6.7	6.3	5.8	8.0	9.3R	10.6R	1.4		
Under 6 And 6-12	13	38	20	18	19	1	4	16	3	4	1	34	12	16	22	16	20	2		
	3.5	2.7	3.7D	2.1	4.6F	0.8	3.5	3.8	3.8	4.8	1	2.8	2.0	2.6	2.8	8.3QR	2.9R	0.4		
Under 6 And 13-17	3	4	3	1	3	-	1	2	1	1	-	4	2	1	3	-	4	-		
	0.8	0.3	0.6	0.1	0.7	-	0.9	0.5	1.3	1.2	-	0.3	0.3	0.2	0.4	-	0.6R	-		
6-12 And 13-17	12	45	17	28	13	4	7	10	6	7	1	39	22	18	27	4	38	3		
	3.2	3.2	3.2	3.2	3.2	3.3	6.1H	2.4	7.6H	8.3	1	3.2	3.7	2.9	3.4	2.1R	5.4PR	0.6		
Under 6/6-12/13-17 (All 3)	5	6	4	2	2	2	1	3	1	1	-	5	5	1	5	-	5	1		
	1.4B	0.4	0.7	0.2	0.5	1.6	0.9	0.7	1.3	1.2	-	0.4	0.8L	0.2	0.6	-	0.7	0.2		
No Children Under 13 (Net)	288	1136	416	720	317	99	86	330	61	57	29	1000	489	526	610	121	524	491		
	77.8	81.1	77.9	83.1C	76.9	81.1	74.8	78.8	77.2	67.9	93.5V	81.5	81.5	85.4O	77.8	62.7	75.0P	96.7PQ		

Proportions/Means: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base



Table 30
Age And Presence Of Children

		Claimed Eating Regime In Past Year																
Rep Only	Total	Hood's Carb Countdown								Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Past	Gender		Age		
		Not	Saw	Didn't	Non- Repeat							Fe-						
		Aware	Store	Store	Buyer	Buyer	Buyer	Yes	No	Regimen	Year	Male	Male	18-34	35-54	55-64		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
13-17 Only	27	94	37	57	28	9	7	30	3	7	-	81	37	40	54	4	73	17
	7.3	6.7	6.9	6.6	6.8	7.4	6.1	7.2	3.8	8.3	-	6.6	6.2	6.5	6.9	2.1	10.4	3.3
Households Without Children (Under 18)	261	1042	379	663	289	90	79	300	58	50	29	919	452	486	556	117	451	474
	70.5	74.4	71.0	76.6	70.1	73.8	68.7	71.6	73.4	59.5	93.5	74.9	75.3	78.9	70.9	60.6	64.5	93.3
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R																		
Overlap formulae used. * small base																		



Table 31
Lifestage

Claimed Eating Regime In Past Year

	Rep Only	Hood's Carb Countdown								Buy Regular			Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
		Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	Addition to CC		Male			Fe- Male	18-34	35-54	55-64	
										Yes	No								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79* 100.0	84* 100.0	31* 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	
18-34 With Kids	53 14.3B	76 5.4	39 7.3D	37 4.3	32 7.8	7 5.7	8 7.0I	31 7.4	2 2.5	8 5.5K	-	62 5.1	28 4.7	15 2.4	61 7.8N	76 39.4QR	-	-	
18-34 No Kids	67 18.1B	117 8.4	59 11.0D	58 6.7	46 11.2	13 10.7	10 8.7	49 11.7	6 7.6	6 7.1	4 12.9	95 7.7	51 8.5	28 4.5	89 11.4N	117 60.6QR	-	-	
35-54 With Kids	51 13.8	248 17.7A	107 20.0D	141 16.3	84 20.4	23 18.9	27 23.5	80 19.1	18 22.8	25 29.8K	2 6.5	215 17.5	103 17.2	95 15.4	153 18.5N	-	248 35.5PR	-	
35-54 No Kids	118 31.9	451 32.2	195 36.5D	256 29.6	155 37.6	40 32.8	40 34.8	155 37.0	27 34.2	27 32.1	13 41.9	401 32.7	182 30.3	205 33.3	246 31.4	-	451 64.5PR	-	
55+	81 21.9	508 36.3A	134 25.1	374 43.2C	95 23.1	39 32.0E	30 26.1	104 24.8	26 32.9G	18 21.4	12 38.7J	454 37.0	236 39.3	273 44.3O	235 30.0	-	-	508 100.0PQ	
Sigma	370 100.0	1400 100.0	534 100.0	866 100.0	412 100.0	122 100.0	115 100.0	419 100.0	79 100.0	84 100.0	31 100.0	1227 100.0	600 100.0	616 100.0	784 100.0	193 100.0	699 100.0	508 100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/E - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulas used: * small base



Table 32
Education Of Panel Member

		Claimed Eating Regime In Past Year																	
		Hood's Carb Countdown									Buy Regular Milk in Addition to CC		Cur- rently on Diet	Low Carb Diet	Gender		Age		
Rep Only		Total	Aware	Aware	Saw in Store	Didn't See in Store	Buyer	Buyer	Buyer	Repeat	Yes	No	Regimen	Year	Male	Fe- Male	18-34	35-54	55-64
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Base: Total Respondents	370 100.0	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
College Or Less (Net)	207 55.9B	697	257	440	195	62	54	203	36	39	15	605	285	273	424	94	345	258	
		49.8	48.1	50.8	47.3	50.8	47.0	48.4	45.6	46.4	48.4	49.3	47.5	44.3	54.1N	48.7	49.4	50.8	
High School Grad Or Less	65 17.6	294	105	189	76	29	19	86	9	15	4	258	108	97	197	36	141	117	
		21.0	19.7	21.8	18.4	23.8	16.5I	20.5I	11.4	17.9	12.9	21.0M	18.0	15.7	25.1N	18.7	20.2	23.0	
Some College/University	142 38.4B	403	152	251	119	33	35	117	27	24	11	347	177	176	227	58	204	141	
		28.8	28.5	29.0	28.9	27.0	30.4	27.9	34.2	28.6	35.5	28.3	29.5	28.6	29.0	30.1	29.2	27.8	
College Graduate Or More (Net)	163 44.1	703	277	426	217	60	61	216	43	45	16	622	315	343	360	99	354	250	
		50.2A	51.9	49.2	52.7	49.2	53.0	51.6	54.4	53.6	51.6	50.7	52.5	55.7O	45.9	51.3	50.6	49.2	
College/University Graduate	109 29.5	441	187	254	145	42	40	147	27	31	9	385	188	201	240	69	237	135	
		31.5	35.0D	29.3	35.2	34.4	34.8	35.1	34.2	36.9	29.0	31.4	31.3	32.6	30.6	35.8R	33.9R	26.6	
Post College/University Graduate	54 14.6	262	98	172	72	18	21	69	16	14	7	237	127	142	120	30	117	113	
		18.7A	16.9	19.9	17.5	14.8	18.3	16.5	20.3	16.7	22.6	19.3	21.2	23.1O	15.3	15.5	16.7	22.6PQ	
Sigma	370 100.0	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R Overlap formulae used. * small base																			



Table 33
Race

Claimed Eating Regime In Past Year																			
Rep Only	Hood's Carb Countdown										Buy Regular Milk in Addition to CC		Cur- rently on Diet Regimen	Low Carb Diet Past Year	Gender		Age		
	Total	Aware	Not Aware	Saw in Store	Didn't See in Store	Buyer	Non- Buyer	Repeat Buyer	-----		Male	Fe- Male			18-34	35-54	55-64		
									Yes	No									
									-----	-----									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Base: Total Respondents	370	1400	534	866	412	122	115	419	79*	84*	31*	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0*	100.0*	100.0*	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
White/Caucasian	308	1291	492	799	380	112	109	383	74	79	30	1131	555	564	727	171	639	481	
	83.2	92.2A	92.1	92.3	92.2	91.8	94.8	91.4	93.7	94.0	96.8	92.2	92.5	91.6	92.7	88.6	91.4	94.7PQ	
Black/African American	27	24	9	15	7	2	1	8	1	1	-	21	7	11	13	4	12	8	
	7.3B	1.7	1.7	1.7	1.7	1.6	0.9	1.9	1.3	1.2	-	1.7	1.2	1.8	1.7	2.1	1.7	1.6	
Asian/Pacific Islander	10	17	7	10	5	2	1	6	-	1	-	12	7	10	7	7	10	-	
	2.7B	1.2	1.3	1.2	1.2	1.6	0.9	1.4	-	1.2	-	1.0	1.2	1.6	0.9	1.6QR	1.4R	-	
Native American/Aleut Eskimo	4	13	2	11	2	-	-	2	-	-	-	11	5	7	6	-	7	6	
	1.1	0.9	0.4	1.3C	0.5	-	-	0.5	-	-	-	0.9	0.8	1.1	0.8	-	1.0	1.2	
Other	16	42	18	24	15	3	4	14	4	3	1	39	19	18	24	9	25	8	
	4.3	3.0	3.4	2.8	3.6	2.5	3.5	3.3	5.1	3.6	3.2	3.2	3.2	2.9	3.1	4.7R	3.6R	1.6	
Hispanic Ethnicity	27	71	32	39	28	4	5	27	3	4	1	66	25	28	43	16	38	17	
	7.3B	5.1	6.0	4.5	6.8	3.3	4.3	6.4	3.8	4.8	3.2	5.4M	4.2	4.5	5.5	8.3R	5.4R	3.3	
No Answer	5	13	6	7	3	3	-	6	-	-	-	13	7	6	7	2	6	5	
	1.4	0.9	1.1	0.8	0.7	2.5	-	1.4	-	-	-	1.1	1.2	1.0	0.9	1.0	0.9	1.0	
Sigma	370	1400	534	866	412	122	115	419	79	84	31	1227	600	616	784	193	699	508	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Proportions/Mean: Columns Tested (10% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/M - N/O - P/Q/R
Overlap formulae used. * small base